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Agenda for the March 11, 2004 CAA Meeting

Items approved: 04-25, Sociology Minor (Program Revision)
04-26, Proposed Name Change for the Department of Speech Communication

Items Pending: None

Council on Academic Affairs

Minutes

March 11, 2004

The March 11, 2004 meeting of the Council on Academic Affairs was held at 2:35 p.m. in Booth Library Conference Room 4440.

Members present: Dr. Bock, Dr. Dietz, Ms. Dilworth, Mr. Donash, Dr. Fewell, Dr. Methven, Dr. Reid, Ms. Samuels, Ms. Sartore, Ms. Sterling, and Dr. Tidwell.

Staff present: Dr. Herrington-Perry and Ms. Fopay.

Guests present: Dr. Borzi, Speech Communication; Dr. Foster, Sociology/Anthropology; Dr. French, Foreign Languages; Mr. Cross, Associate Vice President for Academic Affairs; Associate Dean Lynch, College of Arts & Humanities; Ms. Newby, Records Office; Ms. Peryam, *Daily Eastern News*; Mr. Reeley, *Daily Eastern News*; and Dr. Wayland, School of Business.

I. Minutes

The minutes of March 4, 2004 were approved as written.

II. Communications:

1. Mr. Cross, Associate Vice President for Academic Affairs, will discuss information about the dual admission pilot program.
Mr. Cross provided details and answered questions about the dual admission pilot program that has been established between Eastern and Lake Land College. He explained that students admitted into this program will have to meet the same admission requirements as all individuals admitted to Eastern. Advisement will remain primarily with the community college while students complete their associate degrees. However, Rita Pearson from Eastern's Admission Office will serve as a liaison and will be available to assist individuals.

In addition, Mr. Cross explained that the pilot program will be tested over a two-year period. At the end of that time period it will be determined whether the program should continue. Also, he mentioned that two other community colleges have expressed interest in the cooperative program. If the program with Lake Land College is successful, then Eastern will consider creating programs with these community colleges and possibly with other schools.

Mr. Cross mentioned that he will keep the council informed of the progress of the pilot program throughout the testing period.

2. Academic Waiver Reports for February 2004 from the Lumpkin College of Business & Applied Sciences, College of Education & Professional Studies, and College of Sciences.
3. February 27, 2004 memorandum from Dean Rohn, CEPS, concurring with the memorandum from Dr. Shank, Chair, Special Education, requesting an executive action request to revise the short title for SPE 4600.
Dr. Methven explained that a revision to a short title does not require an executive action; therefore, no action was required on this request.
4. March 4, 2004 memorandum from Dean Hoadley, LCBAS, requesting executive action requests to modify the initial offering date of FIN 4300 from Spring 2005 to Fall 2004 and to amend the prerequisites for MGT 3830, MGT 4310, BUS 3970 and BUS 3500.
Dr. Wayland answered questions regarding the proposed executive action requests.

III. Committee Reports:

1. According to Dr. Tidwell, the Council on Graduate Studies will act on the following proposal recently approved by CAA: CAA/CGS Policy for Approval of Technology-Delivered Sections of Previously Approved Courses (CAA Agenda Item 04-23).

IV. Items Added to the Agenda:

None

V. Items Acted Upon.**1. 04-25, Sociology Minor (Program Revision)**

Dr. Foster presented the proposal and answered questions of the council. The motion passed unanimously.

This revision was approved (See Attachment A), *effective Fall 2004*.

SOCIOLOGY MINOR

Sociology 2710G, 2721 ~~or 2850, 3620~~12 ~~6~~ sem. hrs.
 Electives in Sociology (exclusive of 4275 and 3970)
 selected in consultation with a Sociology advisor
 of the student's choosing15 sem. hrs.
TOTAL.....21sem. hrs.

2. 04-26, Proposed Name Change for the Department of Speech Communication

Dr. Borzi presented the proposal and answered questions of the council. Also, he sought the council's approval to change the program's degree major name and the departmental/course prefix. Note: These items were not included in the written proposal. After discussion of each request, the motion passed unanimously.

The following items were approved:

1. The Department of Speech Communication will be renamed **Department of Communication Studies** (See Attachment B), *effective Summer 2004*.
2. The program's degree major will change from BA in Speech Communication to **BA in Communication Studies**, *effective Fall 2004*.
3. The departmental/course prefix will change from SPC to **CMN**, *effective Spring 2005*.

The next meeting is tentatively scheduled for Thursday, April 1, 2004.

The meeting adjourned 2:30 p.m.

--Minutes prepared by Janet Fopay, Recording Secretary

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***** ANNOUNCEMENT OF NEXT MEETING *****

Thursday, April 1, 2004 (Tentative Date)
Conference Room 4440 – Booth Library @ 2:00 p.m.

Agenda

None at this time.

Approved Executive Actions:

None.

Pending Executive Actions:**LCBAS****Effective Fall 2004**

1. Modify the initial offering date of FIN 4300, Retirement and Estate Planning, from Spring 2005 to Fall 2004.

LCBAS**Effective Spring 2005**

1. Amend the prerequisites for **MGT 3830**.

3830 MGT. Managerial Communications. (3-0-3) F, S. A study of the preparation, organization, and presentation of written and oral research-oriented reports required for job-related assignments based on business or technical positions. Prerequisites: Junior standing and admission to the School of Business ~~or to a minor offered by the School of Business~~ or permission of the Associate Chair. WC

2. Revise the prerequisites for **MGT 4310**.

4310 MGT. Organizational Behavior. (3-0-3) F, S. A study of concepts and theories relating to the behavior of individuals and groups in organizations. Prerequisite: BUS 3010 and admission to the School of Business ~~or to a minor offered by the School of Business~~ or permission of the Associate Chair.

3. Add the phrase “or permission of the Associate Chair” to the prerequisites for **BUS 3970**.

3970 BUS. Study Abroad. (Arr.-Arr.-1-15) F, S, SU. Study abroad. See EIU 3970. Prerequisite: Admission to the School of Business *or permission of the Associate Chair.*

4. Revise the prerequisites for **BUS 3500** by requiring BUS 3010, Management and Organizational Behavior, as a prerequisite rather than allowing concurrent enrollment.

3500 BUS. Management Information Systems. (3-0-3) An introduction to MIS by management level and functional area. Among the topics are: types of information systems, approaches to systems development, and security. Prepackaged software will be used in case problem solving and simulation situations. Prerequisites: BUS 1950, *BUS 3010*, and junior standing, ~~concurrent enrollment or prior credit in BUS 3010~~, and admission to the School of Business or to a minor offered by the School of Business, or permission of Associate Chair. Not open to Computer Information Systems majors.

Attachment A

Proposed Revision to the Sociology Minor:

Current minor in sociology:

Sociology 2710G (Introduction to Sociology)
Sociology 2721 (Social Stratification)
Sociology 2850 (Classical Theory)
Sociology 3620 (Research Methods)
Sociology electives – 9 hrs., excluding 4275 and 3970

Proposed minor in sociology:

Sociology 2710G (Introduction to Sociology)
Sociology 2721 or 2850 (Social Stratification or Classical Theory)
Sociology electives – 15 hours, excluding 4275 and 3970

Rationale:

- The vast majority of sociology minors are majors in other social sciences and have substantial exposure to research methods in the social sciences, hence the proposed elimination of Sociology 3620 as a requirement for the minor.
- Both Sociology 2721 and 2850 offer extensive exposure to theoretical perspectives, either sufficient for a minor in sociology.
- Given the growth in minors and social science teach certification students increasingly competing with sociology majors for seats in core (required) sociology courses, and the 40% growth in majors over the past 5 semesters, this revision to the minor would alleviate some of the demand for seats. As a matter of information, all of the core requirements in the minor are part of the core requirements in the major.

Effective Date: Fall 2004

Approved by Sociology/Anthropology Department: 30 January 2004

Approved by COS Curriculum Committee: 20 February 2004

Approved by Council on Academic Affairs:

Attachment B**Department of Speech Communication – Request for a Name Change**

- A. Requested name change: Department of Communication Studies
- B. Rationale for the new name: The current name is obsolete and disadvantages the department.

The department is almost universally referred to as the speech department in conversation. This campus-wide practice artificially restricts how people view what we do and creates some disadvantages for students and faculty. The programs in our department tend to move well beyond oral communication skills.

The department defines itself around four core areas, persuasion, message design, communication effects, and the structure of communication. These four core values transcend a number of contexts including but not limited to interpersonal communication, small group, organizational (corporate) communication, the media, broadcasting, film, the internet (computer-mediated communication), public relations, and of course, oral or public communication. The department approaches these core areas and contexts utilizing multiple research methods ranging from quantitative to qualitative through critical and rhetorical approaches. Students leave the program with a sophisticated understanding of how to create, implement, and evaluate communication.

Consideration of a name change began as a result of a report by a team of external reviewers in early 2000. The reviewers recommended that the department change its name to Department of Communication or Communication Studies to keep “with national trends to clarify the mission of modern university communication programs.” There is significant evidence to support this national trend.

- Of the eight MA granting public universities in Illinois none are named Department of Speech Communication.
- Of Eastern’s peer institutions (23 schools), only four are named speech communication.
- Only one big ten university department is named speech communication and it is working to change its name.
- All but one journal in communication have been renamed, removing speech from the title.
- All the regional, national, and international associations have removed speech from their name.

The impact of the current name is felt by the department, students, and the faculty. The department loses in recruiting students because many of the programs that students would look for are hidden by the “speech” label. At the last open house a high school student and her parent stopped by the department table and were surprised that the university had a broadcasting program. They had been unable to find any reference to such a program and believed that Eastern did not have one. This is an issue of recruiting quality rather than numbers. The department population is currently composed of half to two-thirds of its students as internal or external transfer students.

Current students lose as they are frequently mis-directed and have difficulty dealing with employers who are unclear how a “speech” major would be interested in the position they have available. This is especially true of our students in the mass communication option. A survey of recruiters conducted by Northwestern University when it changed from School of Speech to School of Communication found that employers did not have a clear sense of what “speech” meant in relation to student’s educational background and the employability of the students.

Faculty lose as the label “speech” dismisses the expertise in the department. Faculty do not have the visibility, access to resources, and participation in the campus community important to professional and department development.

The department name creates problems for faculty recruiting and interacting with peers at other universities. For example, when we compare our search pools to those of peer institutions or even within the college, we find that ours are significantly smaller. When we talk to potential applicants, we are told

that a speech department does not match their professional interests and choose to not apply. We are also frequently confused with Communication Disorders and Sciences.

- C. Date approved by the department: March 27, 2002 was the first approval of a name change.
- D. Date approved by CAHCC: February 25, 2004.